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Best regard,



Ritsuko Hashimoto Behr
Manager, Administration
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JETRO Chicago Midwest NEWSLETTER

Illinois • Indiana • Iowa • Kansas • Michigan • Minnesota • Missouri • Nebraska • North Dakota • Ohio • South Dakota • Wisconsin

In this issue ...

- *JETRO Around the Midwest ... page 2*
- *JETRO hosts Japan Pavilion at GreenBuild International Conference ... page 3*
- *ZS Associates Builds on Success ... page 3*
- *Mayor of Tsukuba reflects on CES Experience*



From the Chief Executive Director

Tatsuhiro Shindo
Chief Executive Director,
JETRO Chicago

The Robot: Friend or Enemy?

What kind of image do you have of a "robot"? This past summer, the Transformers movie was filmed in downtown Chicago. The action in this movie showed the Transformer robots destroying the city. Is this your concept of a robot? Or is it an industrial robot that powerfully produces automobiles? Is a robot familiar to you? Is it a thing you want to hug, or is it a straight-faced, scary automaton?

In Japan, robots have a status of being a "friend." They have characteristics of maintaining friendly relationships with human beings. Specific product examples are personal assistant robots that help the disabled, elderly, and hospital patients. Not only large companies like Toyota, Honda and Mitsubishi, but also many small and medium-sized companies are putting their efforts forward to develop service robots that are



Tatsuhiro Shindo with Paro,
the friendly robot seal.

See "Chief Executive Director," page 6

Experts from Around the World to address JETRO's East Asian Economic Integration Symposium in Chicago

On Thursday morning, March 3, 2011, JETRO will bring thought-leaders from a number of countries to Chicago to participate in "A Symposium on East Asian Economic Integration: Progress & Business Opportunities," at The Chicago Club in Chicago, IL.

The process of East Asian economic integration is progressing as a result of an increasingly complex web of bilateral and multilateral free trade agreements. The region continues to feature the fastest growing economies in the world. This symposium will bring together thought-leaders from Australia, China, Japan, Vietnam and the United States to examine the pace and depth of East Asian economic integration, the business opportunities they present, as well as existing challenges. This analysis and dialogue will be of particular relevance to the Chicago business community considering initiating or adding to business and investment interests in East Asia.

Check-in for event registrants will begin at 8:00 a.m. At 8:30 a.m., the program kicks off with welcome remarks from **George Hisaeda**, Consul General of Japan at Chicago. Opening remarks are scheduled to be presented by **Marshall Bouton**, President of The Chicago Council of Global Affairs.

The Keynote Address will be presented by **Yasuo Hayashi**, JETRO Chairman and CEO,
See "East Asian Symposium" on page 6

Japan Robot Pavilion Triples in Size at Consumer Electronics Show 2011



Director's Dialogue

Kevin Kalb
Project Coordinator
JETRO Chicago

More than 140,000 attendees from across the globe descended upon Las Vegas in early January for the 2011 International Consumer Electronics Show (CES), with as many as 30,000 coming from outside of the U.S.. Not only did the attendance numbers return to pre-recession levels, but the positive energy and excitement that have

been a trademark of CES Shows in the past were noticeably back in force at CES 2011.

JETRO Chicago had its biggest presence to date at this year's CES Robotics TechZone, featuring nine robotics and advanced technology exhibitors from Japan. The exhibitors utilized an entire row of booth spaces facing each other, maximizing foot traffic and media coverage, creating a unique Japan Pavilion amongst the other 2,700 CES exhibitors.

Much of the success of this year's Robotics Pavilion can be attributed to the collaboration of JETRO, the City of Osaka, and the City of Tsukuba in Ibaraki Prefecture. Coordinated by

See "Director's Dialogue," page 4

In this issue ...

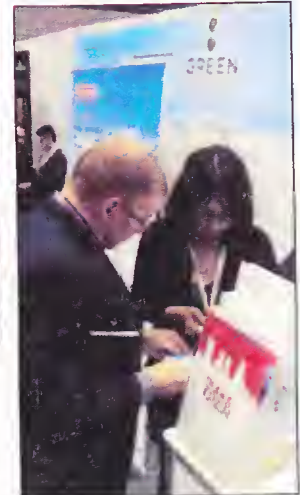
- *East Asian Economic Integration Symposium in Chicago ... page 1*
- *Director's Dialogue: Japan Robot Pavilion at CES ... page 1*

- *JETRO Around the Midwest ... page 2*
- *Mayor of Tsukuba reflects on CES Experience*
- *Back to Page 1*

JETRO hosts Japan Pavilion at GreenBuild International Conference

Five Japanese companies exhibited their latest technologies in JETRO's Japan Pavilion during the 2010 GreenBuild International Conference and Expo. This annual event was held November 17-19 at Chicago's McCormick Place. Organized by the United States Green Building Council, GreenBuild showcases the latest environmentally friendly building construction products. During the 3-day event, the Japanese attendees participated in more than 100 business meetings with business people from around the world.

The companies on display in the Japan Pavilion at GreenBuild 2010 were all a part of JETRO's Green Innovations Partnership. With this program, JETRO is promoting innovative green technologies that draw upon the experience and innovation of Japanese technology in the fields of energy efficiency, sustainable design and renewable resources. Japanese companies participating in this program exhibit their technologies at tradeshows and conference throughout the U.S., providing them with the opportunity to meet potential U.S. business partners. To learn more about JETRO's Green Innovations Program, visit www.jetro.org and click "Green Innovations".



GreenBuild 2010 Japan Pavilion Exhibitors

Company Name	Products	Website
Cascadia Ecohomes	energy efficient HVAC systems	www.cascadiaecohomes.com
Hasegawa Industries	PV installation ladders	www.hasegawa-kogyo.co.jp
M-Dia	recycling technology	www.m-dia.com
Osaki Electric Company	smart electric meters	www.osaki.co.jp
WoodOne	sustainable wood products	www.woodoneus.com



Update: ZS Associates Japan office grows in influence and importance

In the January/February 2009 issue of the JETRO Midwest Newsletter, we interviewed Dan Peterson, Managing Principal, Operations at ZS Associates, a management consulting firm that specializes in sales and marketing issues, about their efforts in Japan. Back in 2003, ZS Associates took advantage of JETRO's free services to help them set up their Japan office.

JETRO caught up with Mr. Peterson recently and asked him to compare how the company's business in Japan has changed from before opening the Japanese office to now. We learned that the Japan office positioned ZS Associates for the growth it sought in one of the largest markets in the world.

After establishing the office in Tokyo, Mr. Peterson saw almost immediately the effects of having a direct presence in Japan. "Literally, within a couple weeks of us opening the office, existing clients that we had worked with sporadically, maybe every couple of years, reached out to us [for our services]," he said. After about six to 12 months of developing the company's network of relationships in Japan, Mr. Peterson saw a significant increase in the opportunities presented to the company from new clients. After two to three years, ZS Associates had grown to be well known in its field in Japan. "That's after two to three years of working [directly] in Japan versus working from outside of Japan for 15 years and never having accomplished that level of name recognition and brand awareness," he said.

For the complete interview, visit the JETRO website at <http://www.jetro.org/content/878>.



Interview with Dan Peterson in 2009

In this issue ...

- *East Asian Economic Integration Symposium in Chicago ... page 1*
- *Director's Dialogue: Japan Robot Pavilion at CES ... page 1*

- *JETRO Around the Midwest ... page 2*
- *JETRO hosts Japan Pavilion at GreenBuild Intl. Conference ... page 3*
- *ZS Associates Builds on Success ... page 3*
- Back to Page 1

Mayor of Tsukuba shares his thoughts on the CES experience

Kenichi Ichihara, Mayor of the City of Tsukuba in Ibaraki Prefecture, was on hand in Las Vegas to see all the action in the Japan Pavilion at the CES Robotics TechZone.

Tsukuba city is a center for robot technology in Japan. The Japanese government has given Tsukuba two missions. First, to determine robot safety standards at state-run research facilities in Tsukuba. Second, to test mobile robots on public roads in Tsukuba. In this way, Tsukuba has implemented strategic initiatives for the creation of industrial robots and investment with the government. Advanced science and technology from Tsukuba is expected to be key driver of economic growth for this region.

Mayor Ichihara shared some of his impressions of CES and the overall experience of exhibiting there.

"As I participated in CES this past January, I felt that the Korean and Chinese companies had a stronger presence than Japanese companies. Asian companies obviously stood out, especially in the electronics and components sectors.

"For the future, it is important to promote



Kenji Muto, President of Tsukuba Center, Inc., Tsukuba Mayor Kenichi Ichihara, and Tatsuhiko Shindo, JETRO Chicago.

sectors that Japan has strength in, such as robotics. Technologies to solve social problems, such as the falling birthrate, aging population, and carbon emissions, will be essential not only in Japan but also worldwide. As we think about strategies for Japan's growth among other countries, we need to strongly promote the fact that Japan has been taking a lead in these sectors.

"Venture businesses and small to medium-sized companies from the Tsukuba area participated in CES with JETRO's support, and I think they were quite pleased with the outcome. Considering some obstacles that may arise, such as transportation problems, it would be very difficult for a small to medium-sized company to decide to participate in an overseas exhibition on their own. Also, a company's exhibit may not stand out very well if it is limited to only one booth. In this instance, I think it was definitely beneficial to participate as a group.

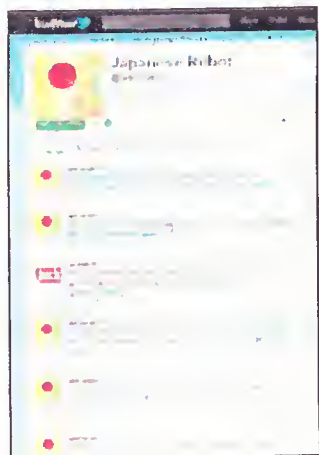
"There are many venture businesses and small to medium-sized companies in the Tsukuba area. Due to the heavy concentration of research, science and technology here, these entities have generated many promising ideas, technologies and companies to support the future growth of Japan. With that being said, I would like to have the City of Tsukuba participate once again next year."



JETRO Robotics on Twitter

In the weeks prior to the Consumer Electronics Show in Las Vegas, JETRO Chicago initiated a Twitter program to showcase news about Japan's robotics industry, and support exhibitors in the Japan Pavilion in the CES Robotics TechZone.

Twitter and other social media provide a great opportunity to keep up with industry news, and to share items of interest.



To keep up to date on the latest news regarding Japanese robots and to take a look back at CES 2011, make sure to follow @jetrorobot on Twitter.

For those new to Twitter, just visit www.twitter.com and set up a free account. Search for jetrorobot and you'll see the option to "follow" jetrorobot. Once you do, you'll see the news feed every time you log on to Twitter. Of course, you can follow on your smartphone as well.

JETRO Infrastructure Initiative

Demand for infrastructure is soaring worldwide, in particular in developing countries.

Japan, with its world-renowned expertise and technology in several core infrastructure fields is well placed to help meet this growing demand, particularly in these areas:

- Power generation (nuclear, clean energy)
- High-speed rail
- Water treatment
- IT and others

To connect Japan's infrastructure-related companies/technologies to areas where they are most needed, JETRO carries out various support activities, such as holding seminars, inviting overseas experts and officials to examine Japan's world-class infrastructure first-hand and arranging one-on-one business matching. To carry out these activities, JETRO utilizes its wide network at home and overseas.

For more information visit <http://www.jetro.go.jp/en/infrastructure/>.

JETRO Chicago

Midwest Newsletter

January-February 2011, Page 2

In this issue ...

- *East Asian Economic Integration Symposium in Chicago ... page 1*
- *Director's Dialogue: Japan Robot Pavilion at CES ... page 1*

- *ZS Associates Builds on Success ... page 3*
- *Mayor of Tsukuba reflects on CES Experience*

[Back to Page 1](#)

Latest JETRO Global Trade & Investment Report available for download

The report formerly known as the JETRO White Paper on International Trade and Foreign Direct Investment (FDI) is now being published as the JETRO's annual Global Trade and Investment Report.

The 2010 edition is now available on the JETRO headquarters website. The report includes JETRO's estimates for world trade and FDI figures, as well as in-depth analysis of the world economy and Japan's place in it.

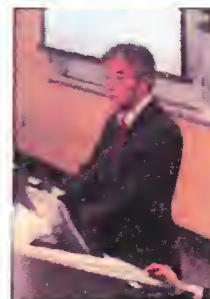
Previous white papers have focused on such issues as intellectual property rights, the impact of FTAs, overseas operations of Japanese firms as well as the state of foreign direct investment in Japan. The paper is first published in Japanese and later translated into English.

To get the English language report, visit http://www.jetro.go.jp/en/reports/white_paper/.

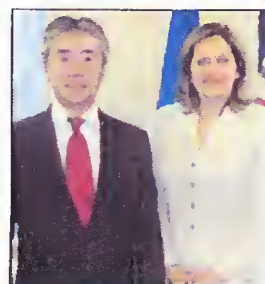
The report is downloadable as a 146-page PDF.



(Above left) On a January 29 visit to Lansing, Michigan, Tatsubiro Shindo, Chief Executive Director, JETRO Chicago (left) met with Michigan Governor Rick Snyder (right), along with (from 2nd left) Kuninori Matsuda, Consul General of Japan in Detroit, Takashi Omitu, President, Japan Business Society of Detroit, Shigeki Terasaki, President, Toyota Technical Center.



(Above right) Tatsubiro Shindo speaks at the 21st Annual Asia Business Conference, Stephen M. Ross School of Business, University of Michigan.



Tatsubiro Shindo welcomes Sharon McShurley, Mayor of Muncie, Indiana, to his office on her recent visit to Chicago.



On January 26, Tatsubiro Shindo was the featured speaker at the Economic Development Council Meeting at the Tower Club in Chicago.

Contact JETRO Chicago

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For Invest-in-Japan and robotics information contact Kevin Kalb, at kevin_kalb@jetro.go.jp.

Follow @jetrorobot on Twitter.

For biotech information, contact Robert Corder, at robert_corder@jetro.go.jp

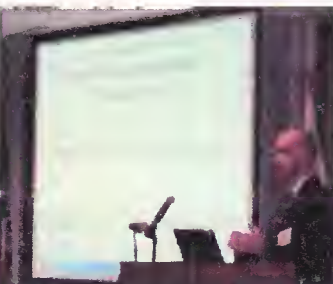
On January 19, the Chicago chapter of the Organization of Women in International Trade (OWIT) visited the JETRO Chicago office for a "Doing Business with Japan" seminar. Speakers included Kevin Kalb, Project Coordinator of Business Development at JETRO Chicago, Mark Mohr, Executive Vice President at DMG/Mori Seiki USA, and Tiffany Jaspers, General Counsel at DMG/Mori Seiki USA, along with JETRO Chicago's Tatsubiro Shindo.



Tiffany Jaspers and Mark Mohr



Tatsubiro Shindo



Kevin Kalb



JETRO Chicago

Midwest Newsletter

January-February 2011, Page 4

In this issue ...

- *East Asian Economic Integration Symposium in Chicago ... page 1*
- *Director's Dialogue: Japan Robot Pavilion at CES ... page 1*

• *JETRO Around the Midwest ... page 2*

• *JETRO hosts Japan Pavilion at GreenBuild Intl. Conference ... page 3*

• *ZS Associates Builds on Success ... page 3*

Back to Page 1

Director's Dialogue...from page 1

JETRO Chicago, the three organizations teamed together as one to focus attention on Japan's robotics communities, which ultimately brought more media, business and attendees to the Japan Pavilion.

Led by Tsukuba Center Inc. (TCI), a public-private venture to support new product development and business incubation in the City of Tsukuba, five robotics and advance technology companies made their CES debuts. Cyberdyne Inc. was undoubtedly the biggest eye-catcher, with its cyborg exo-skeleton robot suit that provides extra strength and walking support for people with disabilities or in rehabilitation therapy. Commercially available only in Japan now, Cyberdyne hopes to enter the U.S. and EU markets in the near future.



The JS-Robotics booth, with Jin Sato, President, JS-Robotics Inc..

JS-Robotics Inc. presented its Ladybug and Stag Beetle Robot Education Kits, focusing on education-oriented IT and robotics. In addition to robotics, Tsukuba's three other exhibitors featured innovative advanced technologies. NextEDGE Technology showed off aeroTap, which allows users to operate their computer touch-free by simply using a webcam and hand gestures. Xiroku Inc.

demonstrated its ability to turn any computer or TV screen into a touch screen with the world's first "pressure sheet sensor" system. TOPS Systems Corp. displayed their Android microprocessor that provides up to ten times more energy efficiency for smartphones.

The City of Osaka's Chicago Office returned to CES 2011, highlighting its leadership as a regional robotics cluster in Japan. Osaka's Robot Laboratory sent a representative to talk about its incubation facility for robotics companies. One of those companies, Vstone Co. Ltd., attracted their own fair share of attention with



Satoko Sako, Chicago Office of City of Osaka, Tatsubiro Shindo, JETRO Chicago, and Tsukuba Mayor Kenichi Ichihara.

two of their humanoid robots, Robovie-R3 and Robovie-X, which are designed for educational research.

Finally, the therapeutic seal robot Paro made its fourth CES appearance as it continues to penetrate the U.S. market through its Paro Robots U.S. subsidiary in Itasca, IL. As always, Paro was a hit with both attendees and the media, with CNN Espanol doing a live broadcast about Paro.

For more information on the Japan Pavilion companies exhibiting at CES 2011, please contact Kevin Kalb at Kevin_Kalb@jetro.go.jp, or visit <http://www.jetro.org/ces2011>.

By the way, social media such as Twitter and Foursquare were much more prevalent at this year's CES. Over 150,000 CES-related tweets created buzz about the latest gadgets and exciting products, including tweets from JETRO Chicago. To keep up to date on the latest news regarding Japanese robots and to take a look back at CES 2011, make sure to follow @jetrorobot on Twitter.



Paro live on CNN Espanol with Luis Gyg.



Matt Fisher of Kumotek, Naoki Shibata of Vstone, with Robovie robots on the Robotics Techzone demonstration stage.

Cyberdyne on stage.



Pavilion exhibitors and the JETRO team.



In this issue ...

- *East Asian Economic Integration Symposium in Chicago ... page 1*
- *Director's Dialogue: Japan Robot Pavilion at CES ... page 1*

- *JETRO Around the Midwest ... page 2*
 - *JETRO hosts Japan Pavilion at GreenBuild Intl. Conference ... page 3*
 - *Mayor of Tsukuba reflects on CES*
- Back to Page 1**

East Asian Symposium ... from page 1

who will visit from Tokyo.

The program will continue with in-depth presentations from **Michael Wesley**, Executive Director, Lowy Institute for International Policy, Sydney, Australia; **Vo Tri Thanh**, Vice-President, Central Institute for Economic Management (CIEM), Hanoi, Vietnam; **Li Xiangyang**, Director & Professor, Institute of Asia Pacific Studies, Chinese Academy of Social Sciences, Beijing, China; **Minoru Tsukada**, President, Hitachi Research Institute, Tokyo, Japan; and **Ellen Frost**, Visiting Fellow, Peter G. Peterson Institute for International Economics, Washington, D.C.

Following a question and answer session, closing remarks will be delivered by **Adlai E. Stevenson III**, Chairman, SC & M Investment Management Corp. and former U.S. Senator.

Attendees are encouraged to stay for the 12:15 p.m. reception to network and meet some of the speakers. During coffee breaks and the reception, informational exhibits will be on display by members of APEC (Asia-Pacific Economic Cooperation) and others.

Co-Organizers of the event include:

- The Chicago Council on Global Affairs
- The Japan America Society of Chicago
- The Japanese Chamber of Commerce and Industry of Chicago (JCCC)

Supporting organizations include: Australian Trade Commission; Consulate General of Canada in Chicago; Hong Kong Trade Development Council; Invest KOREA - KOTRA Chicago; Indonesian Trade Promotion Center; Consulate General of Japan at Chicago; Malaysian Industrial Development Authority (MIDA); ProMexico - Trade Commission of Mexico; Philippine Consulate General in Chicago; Philippine Trade & Investment Center-Chicago; Singapore Economic Development Board; Thai Trade Center (Chicago, USA); Department of Commerce and Economic Opportunity, Office of Trade and Investment, State of Illinois; U.S. Department of Commerce, Commercial Service.

This event is free, however advance registration is required. There will be no on-site registration. Free on-line registration is available at www.jetro.org/eastasian2011.

If you have questions, please contact Robert Corder at JETRO Chicago, 312-832-6000, extension 204, or robert_corder@jetro.go.jp.

Event Information

What: A Symposium on East Asian Economic Integration: Progress & Business Opportunities

Where:

The Chicago Club, The Daniel Burnham Room,
81 East Van Buren Street, Chicago, IL

When: Thursday, March 3, 2011; Registrant check-in at 8:00 a.m., program at 8:30 a.m.

Registration/cost: Free with advance registration. No on-site registration will be possible.

Register online at: www.jetro.org/eastasian2011.

Chief Executive Director ...from page 1

useful for healthcare services, office work and housekeeping.

On the other hand, the image of robots as an "enemy" has been well established for robots in the United States. For example, they are portrayed as destroyers that are represented by the Transformers. I have heard the reason robots have acquired the image of enemies is because of Hollywood movies.

A typical personal assistant robot that could sweep away the adversarial image of robots in the United States is "Paro." Paro is a therapeutic robot that is designed to look like a cute baby Harp seal. It was developed by Dr. Takanori Shibata, a scientist at the National Institute of Advanced Industrial Science and Technology (AIST) of Japan. It is a high-performance robot that is equipped with tactile, vision, auditory and posture sensors, and 7 actuators for movement. Paro robots are manufactured by hand with great care, in Toyama prefecture, Japan. Paro exerts strong therapeutic effects on patients with Autism and Alzheimer's by reducing their stress levels. As those patients, who are quiet, introverted, and have poor communication skills, interact with Paro by holding him, their facial expressions immediately soften and they voluntarily start talking to their caregivers.

Paro was exhibited at the APEC (Asia Pacific Economic Cooperation) Summit, held in Yokohama last November, and President Obama and other global leaders actually picked up Paro and were able to interact with him. JETRO Chicago has been supporting the market development of Paro in the United States and assisted in establishing Paro Robots U.S., in Itasca, Illinois. I hope Paro will have great success as a therapeutic robot. This type of development represents Japan's "Monozukuri Innovation", which I hope will become a catalyst for change concerning Americans image of robots, to one that is a friend of humanity.

JETRO participated in the 2011 International Consumer Electronic Show (CES) this past January in Las Vegas. CES is the the world's largest event of its kind. This year, there were as many 2,700 companies exhibiting products and over 140,000 attendees who visited the exhibition. JETRO organized the Japan Pavilion in the Robotic Zone at CES and supported Japanese robotics companies. In the Japan Pavilion, companies that have highly sophisticated Japanese technologies from the City of Tsukuba and the City of Osaka exhibited. During the exhibition they had many business interactions and intensive partnering meetings. These exhibitors were also featured and widely reported on by major TV networks, newspapers and social networking media.

The Mayor of the City of Tsukuba in Ibaraki Prefecture, Mr. Kenichi Ichiara, who attended CES this year, also deserves a special mention. Tsukuba is known as a leading city for science, technology and research in Japan. It is important for top leaders in Japan take the initiative to lead a mission and show their support for exploring global markets. I will continue to support Japanese local governments and small to medium-sized companies that do not have any global business networks and wish to expand their relationship building in North America. Through CES, we were able to show the presence of sophisticated robotic technologies that Japan has to offer. JETRO Chicago will continue supporting Japan's "Monozukuri Innovation" industries.

I hope you will now consider robots as a friend.